

**AMENDMENTS TO THE CLAIMS AND CLAIM LISTING**

Claims 1-9, 11, 20, 21, 23, 24, and 26-33 were pending in this application and considered in the Final Office Action. Claims 1, 2, 3, 8, 20 and 26 of the present application are amended hereby. New claims 34 - 40 are added. Following is a listing of claims as they stand in this application following entry of the present amendment.

1. (Amended herein) A method of populating a merchandising product database at a first network location, comprising:

obtaining merchandising data related to a product from a point of presentation ~~of the product at a second network location~~, the obtaining step comprising acquiring selected product information from at least one user interaction at ~~a second network location~~ the point of presentation with a presentation medium ~~obtained, wherein the selected product information includes data that is transmitted to the point of presentation~~ from a server at a third network location in response to the user interaction; and

storing at least part of the obtained merchandising data in the merchandising product database at the first network location, said storing comprising collecting the selected product information in the merchandising product database.

2. (Amended herein) The method of claim 1, wherein the ~~obtaining step comprises obtaining the merchandising data directly from~~ point of presentation comprises a presentation device at the second network location on which the product is presented.

3. (Amended herein) The method of claim 1, wherein the ~~obtaining step comprises obtaining selected product information comprises~~ data about the product directly from rendered at the point of presentation of the product at the second network location.

4. (Original) The method of claim 1, wherein the merchandising product database does not have information related to the product stored therein prior to the storing step.

5. (Previously presented) The method of claim 1, wherein the obtaining step comprises obtaining the merchandising data generally contemporaneously with presentation of the product at the second network location.
6. (Previously presented) The method of claim 1, wherein the presentation medium comprises an output medium of an interactive catalog.
7. (Previously presented) The method of claim 1, wherein the presentation medium comprises a Web-page.
8. (Amended herein) A merchandising database system at a first network location, comprising:  
an interface configured to be coupled to a network and to obtain selected product data related to a product presented at a second network location from at least one user interaction at a the second network location with a Web-page served by a server at a third network location, wherein the selected product data includes data that is transmitted to the second network location from the server at the third network location in response to the user interaction; and  
a storage device configured to store at least part of the selected product data at the first network location.
9. (Previously presented) The system of claim 8, wherein the interface is configured to obtain the selected product data directly from a presentation device on which the Web-page is presented at the second network location.
10. (Previously canceled)
11. (Previously presented) The system of claim 9, wherein the interface is configured to obtain the selected product data generally contemporaneously with presentation of the Web-page.

12. (Previously canceled)

13. (Previously canceled)

14. (Previously canceled)

15. (Previously canceled)

16. (Previously canceled)

17. (Previously canceled)

18. (Previously canceled)

19. (Previously canceled)

20. (Amended herein) A physical computer-readable storage medium having stored thereon a computer program product for use in conjunction with a computer device for populating a merchandising product database at a first network location, comprising:

first computer program codes to cause the computer device to obtain merchandising data related to a product presented at a point of presentation of the product at a second network location, the first computer program codes comprising computer program codes for acquiring selected product information from at least one user interaction at the point of presentation with a Web-page served by a server at a third network location, wherein the selected product information includes data that is obtained by the point of presentation from the server in response to the user interaction; and

second computer program codes to cause the computer device to store at least part of the obtained merchandising data in the merchandising product database at the first network location, the second computer program codes further comprising computer program codes for modifying the merchandising product database to include the selected product information.

21. (Previously presented) The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain the merchandising data directly from a presentation device at the second network location on which the product is presented.

22. (Previously canceled)

23. (Previously presented) The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain the selected product information generally contemporaneously with presentation of the Web-page at the second network location.

24. (Original) The computer program product of claim 20, wherein the point of presentation comprises an output medium of an interactive catalog.

25. (Previously canceled)

26. (Amended herein) A method of populating a merchandising product database located at a first network location, comprising:

rendering in response to user interaction with an interactive catalog, at least a portion of the interactive catalog at a second network location, wherein content of the rendered portion includes ~~a description of~~ selected data related to one or more products displayed by the rendered portion of the interactive catalog, and wherein the content is obtained by the second

network location from one or more source product databases at a third network location in response to the user interaction with the interactive catalog;

communicating the selected data related to the products from the second network location to the merchandising product database at the first network location such that the selected data is communicated from the source product databases to the merchandising product database by way of the second network location in response to the user interaction and without requiring a direct data transfer between the source product databases at the third network location and the merchandising product database at the first network location; and

modifying the merchandising product databases using the selected data such that the databases include a representation of the selected data.

27. (Previously presented) The method of claim 26, wherein information from the source product databases is communicated to the merchandising product database through the interactive catalog.

28. (Previously presented) The method of claim 26, wherein the selected data comprises parameters embedded within the rendered portion of the interactive catalog.

29. (Previously presented) The method of claim 26, wherein the selected data comprises a product identification.

30. (Previously presented) The method of claim 26, wherein the selected data comprises a product description.

31. (Previously presented) The method of claim 1, wherein the selected information comprises portions of the presentation medium specified by the third network location for storage at the merchandising database at the first network location.

32. (Previously presented) The system of claim 8, wherein the selected product data comprises portions of the Web-page specified by the server at the third network location to be stored in the storage device at the first network location.

33. (Previously presented) The computer program product of claim 20, wherein the selected product information comprises portions of the Web-page specified by the server at the third network location to be obtained by the first computer program codes and stored by the second computer program codes.

34. (NEW) A method of populating a merchandizing product database at a first network location, comprising:

obtaining merchandising data related to a product presented at a presentation device at a second network location, wherein said obtaining comprises receiving product data from the presentation device, wherein said product data is embedded in a presentation medium transmitted to said presentation device from a third network location, and wherein said presentation medium is transmitted to said presentation device from said third network location in response to a user action at said presentation device; and

storing at least in part a representation of said product data in said merchandising product database at said first network location.

35. (NEW) The method of claim 34, wherein said presentation medium comprises device executable code that causes said presentation device to transmit said product data to said first network location.

36. (NEW) The method of claim 35, wherein said presentation medium comprises a Web-page.

37. (NEW) The method of claim 36, wherein said product data comprises a product identification.

38. (NEW) The method of claim 36, wherein said product data comprises a product description.

39. (NEW) The method of claim 36, wherein said product data comprises parameters specified by said third network location for storage at said merchandising product database at said first network location.

40. (NEW) The method of claim 39, wherein said storing step comprises storing said parameters in said merchandising product database contemporaneously with said user action.